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TY - BOOK. T1 - Marketing communications: interactivity, communities and content. AU - Fill, Chris. PY - 2009. Y1 - 2009. N2 - Marketing Communications, 5th edition is the most complete and accessible introduction to marketing communications on the market.

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Marketing Communications Chris Fill Louisa Osmond . ... Strategies and Practice and co-author, with Karen Fill, of Business-to-Business Marketing: Relationships, Systems and Communications. Louisa Osmond is a Teaching Fellow within the Marketing faculty at Edinburgh Business School and

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